

C13 Monitor the campaign

How are we doing?

Resources – such as money, people, materials, time and services – available to deliver a campaign are often dynamic in that they can grow or shrink as new funds are found or the demands change. Balancing such fluid resources can be challenging and require constant reappraisal of priorities and deliverables.

Monitoring a campaign is a crucial part of delivering a campaign as it contributes to its direction and how resources are allocated as needs change, funds shrink or new funds are found.

Monitoring involves keeping a finger on the pulse of everything that's going on in the campaign, reporting progress honestly and learning lessons. This is important because circumstances might arise during a campaign that make it unwinnable – it is important to identify and react appropriately to these kinds of changes.

Performance criteria

In order to monitor the campaign, you should be able to:

1. Ensure that you an appropriate level of access to all relevant information to enable efficient **monitoring** of the campaign
2. Maintain an understanding of the external campaigning environment
3. Update information on identified risks at regular intervals and escalate as appropriate
4. Ensure that resource levels are checked regularly and recorded in line with organisational procedures
5. Ensure that contingency **resources** are available and maintained in case of issues or unintended or unforeseen problems
6. Make **resources** available to the **campaign team** according to the work plan
7. Ensure **resources** are used in accordance with the campaign **objectives**
8. Produce **monitoring** and/or progress reports in line with the work plan
9. Honestly and objectively report performance to relevant **stakeholders**
10. Identify where improvements can be made in the delivery of the campaign

Knowledge and understanding

In order to monitor the campaign, you will need to know and understand the following:

- a) The campaign strategy and work plan
- b) The environment in which the organisation operates and the campaign issue
- c) The resources required and available to deliver the campaign
- d) Those who have a stake in the budget and responsibility for its use and monitoring
- e) The importance of setting resources aside as a contingency in order to ensure the continuity of the campaign
- f) The organisation's processes and procedures for making resources available to the campaign team
- g) How to check resource levels including methods and procedures for recording them
- h) How to deal with a shortfall in resources
- i) The implications of running over budget
- j) The reporting requirements for communicating campaign performance
- k) The importance of honesty and objectivity in reporting

Skills

- Numeracy
- Budgetary control
- Reporting
- Communication
- Accountability

Behaviours you need to be able to display

- Realism
- Practicality
- Pragmatism
- Thoroughness
- Impartiality